

## Message Text

UNCLASSIFIED

PAGE 01 BONN 13992 270256Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----081864 270257Z /65

R 261540Z AUG 77  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0946  
USMISSION USBERLIN  
AMCONSUL FRANKFURT

UNCLAS BONN 13992

E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJECT: ADS REQUEST - VIDAL SASOON, INC., LOS ANGELES,  
CA.

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE  
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

EDGAR RIEMER  
GERTRANDSTRASSE 11  
D-1000 BERLIN 27, GERMANY  
CONTACT: HERR EDGAR RIEMER, OWNER  
PHONE: (030) 801-55-35  
COMMENT: FIRM IS A LARGE WEST BERLIN DISTRIBUTOR OF  
COSMETIC SUPPLIES IN WEST BERLIN MARKET. FOR PRODUCT  
LINE OFFERED THERE IS A POTENTIAL MARKET IN BERLIN.  
INTERESTED FIRM WAS ESTABLISHED IN 1965, EMPLOYS 29.  
WELL-MANAGED COMPANY HAS ACHIEVED SUBSTANTIAL EXPANSION  
OF ITS MARKET SHARE IN RECENT YEARS. FIRM OFFERS GOOD  
PROSPECTS FOR DEVELOPING NEW PRODUCT LINES IN THIS  
MARKET. IT HAS FINE RECORD OF SUCCESS IN LAUNCHING NEW  
PRODUCTS IN BERLIN. COMPANY DESIRES DIRECT CONTACT  
WITH THE ADS CLIENT. BANK REF: BERLIN BANK AG,  
HARDENBERGSTRASSE 32, D-1000 BERLIN 12, GERMANY  
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TEL: (030) 31-091.

KARL HAMEL & CO.  
BORNHEIMER LANDWEHR 46  
D-6000 FRANKFURT/MAIN  
CONTACT: HERR SCHNEIDER  
PHONE: 0611-439834/35

COMMENT: THIS COMPANY IS A WHOLESALER AND  
IMPORTER OF COSMETIC PRODUCTS, INCLUDING HAIR CARE  
PRODUCTS AND HAS EXPRESSED AN INTEREST IN THE U.S. LINE,  
SUBJECT TO COMPETITIVENESS OF PRODUCT QUALITY AND PRICE  
WOULD APPRECIATE TO RECEIVE FREE SAMPLES FOR TESTING.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR  
MEEHAN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 26-Aug-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977BONN13992  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770310-0296  
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**Litigation History:**  
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**Message ID:** 4a7ee852-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Review Event:**  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1477882  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ADS REQUEST - VIDAL SASSOON, INC., LOS ANGELES, CA. THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY B  
**TAGS:** BEXP, GE  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009